# EXHIBIT 66

# Redacted Excerpts from 30(b)(6) Deposition of Lawrence Epstein on Sponsorships

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               UNITED STATES DISTRICT COURT
                    DISTRICT OF NEVADA
   CUNG LE; NATHAN QUARRY, JON
   FITCH, on behalf of
   themselves and all others
   similarly situated,
             Plaintiffs,
                                    Case No.
             VS.
                                    2:15-cv-01045-RFB-(PAL)
   ZUFFA, LLC, d/b/a Ultimate
   Fighting Championship and
   UFC,
            Defendant.
                       CONFIDENTIAL
     VIDEO RECORDED 30(b)(6) DEPOSITION OF ZUFFA, LLC
                 BY IKE LAWRENCE EPSTEIN
                      July 21, 2017
                    LAS VEGAS, NEVADA
                        11:00 a.m.
Reported by:
DEBRA D. SMALLEY, CCR #537
Job No. 51247-A
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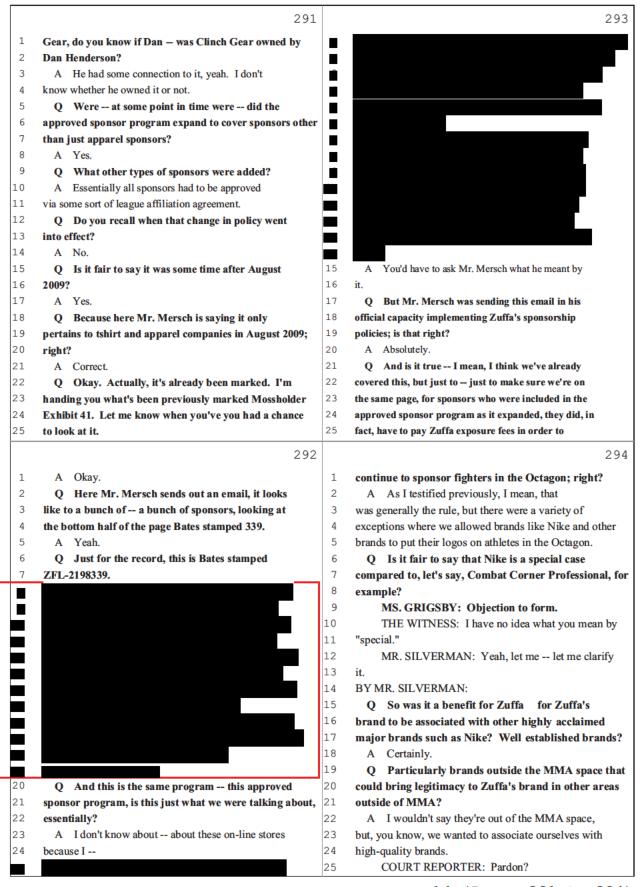
287 289 1 Q But during those events surrounding a UFC fight, to join the approved sponsor program after it went into 2 the fighter would have to comply with the sponsorship effect, at least the beginning stages of that program, is 3 3 policies established in the league affiliation agreement? it correct that they would have to sign a league or brand 4 A I would -affiliation agreement? 5 MS. GRIGSBY: Objection to form. 5 A No, they could have signed a larger sponsorship 6 THE WITNESS: I would say official UFC events. 6 deal. 7 7 And I think that migrated over a period of time, too. Okay. One or the other? 0 8 I mean, I think initially it was just like the event 8 One or the other. 9 itself and athletes were wearing whatever they wanted 9 But some agreement with Zuffa? 10 10 at those weigh-ins and at the, you know, the press A Correct. 11 11 conference and all that stuff. I mean, other than the examples I gave you 12 12 So it changed over a period of time, but just before where we allowed Nike, we allowed, you know, 13 so we're clear, it would only be UFC events. If it 13 other brands, for certain reasons, or fighters 14 wasn't a UFC event, an athlete was doing an interview, 14 individually negotiated particular provisions that 15 15 allowed them to wear some of their brands into the you know, with the media, Fight Week or chat -- you know, 16 sending Instagram pictures out of themselves, do whatever 16 Octagon. 17 17 they want. O And the only exception you can recall right 18 18 BY MR. SILVERMAN: now to that was Nike, and were there any others? 19 19 MS. GRIGSBY: Objection to form. Misstates Q Before the approved sponsor program went into 20 20 effect, could an athlete wear have an apparel sponsor, 21 wear that sponsor's logo into the Octagon, without that 21 THE WITNESS: I mean, I said -- I previously 22 22 mentioned I think for certain periods of time we allowed sponsor paying any exposure fee? 23 23 A It depended on whether the imagery contained Clinch Gear. For certain periods of time we allowed 24 24 in those particular, you know, apparel items were --Punishment brands for Tito Ortiz. Those are the ones 25 25 were not derogatory in nature. We had some sponsors that I can remember off the top of my head. 288 290 1 that had some sort of White Supremacist Nazi-type stuff BY MR. SILVERMAN: 1 2 which we would not allow, so if there were certain images 2 Q And none of those sponsors had any agreement 3 we felt were inappropriate to associate with our brand, 3 whatsoever with Zuffa or the UFC? 4 no. They couldn't wear those. 4 A I mean, Nike never had any agreement ever. I 5 5 Q But if the -- if the logo otherwise complied know that for sure. 6 6 I don't recall any arrangements with Punishment with the existing policies about content, is it right 7 that before the approved sponsorship program went into or Clinch Gear. 8 effect, the fighter could wear a sponsor's -- an apparel 8 Q So it's possible that they had agreements with 9 company sponsor's logo into the Octagon without paying 9 the UFC? 10 10 an exposure fee? A I guess anything is possible. I just don't 11 11 A That's correct. recall one way or the other. 12 Q And starting some time around 2009? 12 Q Okay. Yeah, what I'm asking for now are 13 13 A I don't know when. exceptions that you can recall with confidence where 14 14 a fighter was able to wear a sponsor's logo into the Q But at some point --15 15 A Some time before, if this is accurate -- if into the Octagon where that sponsor had no agreement 16 this email date is accurate of August 4th, 2009, some 16 whatsoever with Zuffa or the UFC. 17 17 time before that. A Yeah, and I guess the reason why it's hard to 18 18 Q But at some point, Zuffa's policy on apparel answer your question is the athletes aren't just there 19 sponsors changed; is that right? 19 for one event. Some of these athletes are for many 20 20 A That's correct. different events. So the answer with respect to Dan 21 21 Q Okay. And at first did this change only apply Henderson could be -- maybe at some time he entered 22 22 to apparel sponsors? into an affiliation agreement, but I know -- I'm very 23 23 A That's my recollection, yes. confident there are certain periods of time where he 24 Q And I think you said this, but just to clarify, 24 negotiated an agreement that he could wear Clinch Gear.

Q Now, in the case of Dan Henderson and Clinch

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in order to join the -- in order for an apparel company



14 (Pages 291 to 294)

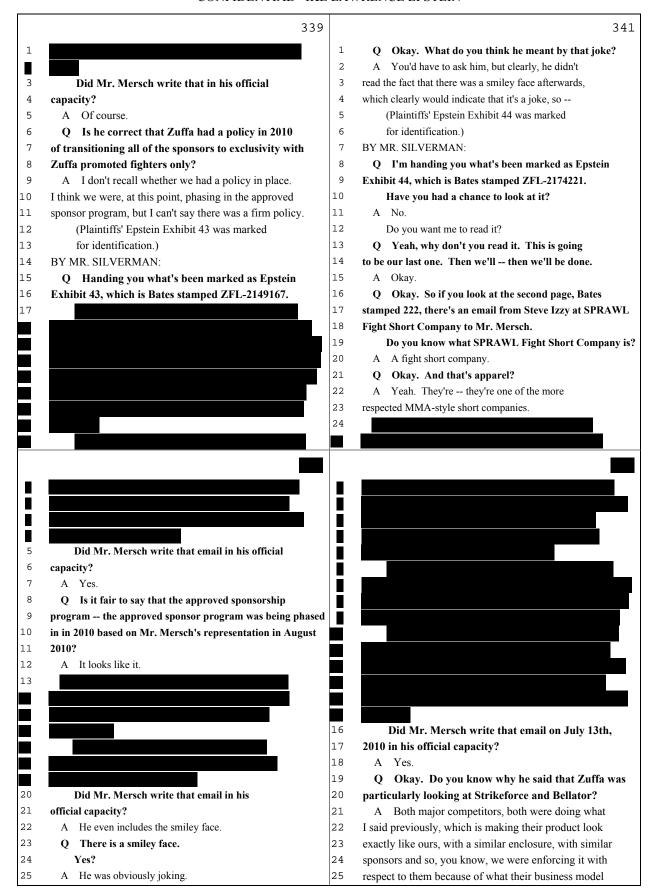
295 297 1 THE WITNESS: We wanted - we wanted to 2 associate ourselves with high-quality brands. BY MR. SILVERMAN: 3 Is that is Mr. Mersch accurately stating 4 Q Was Zuffa's policy for negotiating sponsorship Zuffa's policy that there in that email that he 5 arrangements with high quality brands, major brands, 5 responds to Nate that I just read? 6 different than for smaller brands who couldn't bring 6 A Well, I think he responds to the first half 7 7 Zuffa the who couldn't bring the same patina to by saying "email me at Mike Mersch," and that's the 8 8 best way to -- you know, "The standard procedure is to to UFC's brand? 9 MS. GRIGSBY: Objection to form. 9 have the prospective sponsors contact me directly and I 10 10 THE WITNESS: Not necessarily, no. will handle working out an agreement with them so they 11 BY MR. SILVERMAN: 11 can sponsor you and other fighters in the UFC," and he 12 Q But isn't it true that Zuffa sought to associate 12 leaves his email address, so the first half he answers 13 13 with that response. itself with brands such as Nike? 14 A And we continue to this day to want to associate 14 Q Is that an accurate description of the standard 15 15 ourselves with high-quality brands. procedure that Zuffa used? 16 16 A It's -- it seems fine to me. I don't remember I wouldn't consider Clinch Gear, by the way, a 17 high-quality brand, but we negotiated a separate deal 17 there being an official standard procedure, but it makes 18 18 with Dan to allow that to happen, and there were many sense they would contact Mike. 19 19 Q Yeah. And then other examples. 20 20 (Plaintiffs' Epstein Exhibit 34 was marked A And with respect to Strikeforce, yeah, we 21 for identification.) 21 required Strikeforce -- the same -- the same things 22 22 applied to the Strikeforce brand. BY MR. SILVERMAN: 23 Q Okay. So I'm handing you what's been marked 24 **Epstein Exhibit** 25 **COURT REPORTER: 34.** 296 298 BY MR. SILVERMAN: 2 O -- 34. 3 Let me know when you've had a chance to look Was that an accurate -- well, let me ask 4 at it. first, is he describing the exposure fees that -5 A Okay. that companies are required to pay in their league 6 Q So at the bottom of the first page ending in affiliation agreements as of June 10th, 2011? 7 A I believe he is. You'd have to ask him, Bates stamp 374 - oh, and for the record, this is 8 Bates stamped LEPLAINTIFFS-0032374. though. 9 This is another email exchange between Q And -- but when he's communicating this 10 Mr. Mersch and Nate Quarry; right? information to Nate Quarry, he was a fighter at the 11 time, he's acting in his official capacity as Zuffa's A It looks like it. representative for dealing with fighters as they deal with their sponsors? A I guess so. I mean, I don't know exactly what deal with fighters dealing with sponsors means, but yeah. I mean, in general, yes. He certainly wasn't doing this on his free time. Q Okay. Was it part of his job to communicate to fighters what Zuffa's policies were with respect to which sponsors they could use or couldn't use? A Yes.

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299 301 1 on as an official UFC sponsor at some point after BSN. 2 Q And at that point, how did Zuffa's policy -- at 3 3 that point after MusclePharm became an official sponsor So is it true that at some point supplement 4 companies were also added to the approved sponsor of the UFC, do you know what Zuffa's policy was with 5 program? 5 regards to other nutritional supplement companies 6 A Yes. 6 sponsoring individual fighters in the Octagon? 7 7 Okay. Do you recall when that was? A I don't specifically recall, no. 8 8 Q I believe earlier you said that part of Zuffa's And did it depend on whether or not Zuffa 9 goal or purpose in implementing the approved sponsor 10 10 found -- or did the timing of that depend on when Zuffa program was to reduce the number of logos that appeared 11 found a dominant player to be an official sponsor of the 11 on the fighters in the Octagon; is that right? 12 12 UFC in the supplement category? A Correct. 13 A No. 13 Q And I think you said also that as a -- as a 14 Q So is Mr. Mersch inaccurately characterizing 14 result of that, the number of sponsors who appeared in 15 15 Zuffa's approach to adding supplements to the approved the Octagon did, in fact, decline; is that right? sponsor program there? 16 16 A That's my recollection, yeah. 17 A No. 17 Q As a result of that, were there some UFC 18 18 MS. GRIGSBY: Objection to form. fighters who were receiving money from sponsors who 19 BY MR. SILVERMAN: 19 were no longer able to wear those sponsors' logos into 20 the Octagon? 21 A I mean, as a result of what? 22 The implementation of the approved sponsor 23 24 A That they were no longer allowed to wear 25 MS. GRIGSBY: Objection to form. certain logos then? 300 302 1 THE WITNESS: No, you're all over the place. 1 Q Um-hm. Yes. 2 2 First of all, BSN was an official sponsor A Of course. 3 previously, so I assume there was a program -- I mean, 3 O As a result, did some fighters lose sponsorship 4 there could have been a program in place when they were 4 income that they were getting from those sponsors? 5 5 MS. GRIGSBY: Objection. Foundation. sponsors. Now saying there's no sponsors, so you can 6 lock in an affiliation agreement probably at a lower 6 THE WITNESS: You'd have to ask them. 7 7 amount of money. BY MR. SILVERMAN: 8 8 I mean, no, your question is -- I guess I don't Q Was Zuffa concerned about losing UFC fighters 9 9 understand your question. to other MMA promotions as a result of the implementation 10 10 MR. SILVERMAN: Okay. of their approved sponsor program? 11 THE WITNESS: Because I don't believe those two 11 A Yes. And to this day it continues to be used 12 things are at all inconsistent. 12 as a significant negotiating point, particularly with 13 BY MR. SILVERMAN: 13 our main rival, Bellator, where every time they make 14 Q Okay. So when BSN was the official sponsor of 14 an offer to a fighter, they tell them "You can wear 15 the UFC in the supplement category, did other supplement 15 anything you want into the Octagon." 16 companies who wanted to sponsor individual fighters in 16 In fact, I heard recently they are willing to 17 17 pay multi-million dollar fees if they ever change their the Octagon have to pay higher exposure fees? 18 A I don't recall. 18 policy to the fighters. 19 19 Q Do you recall if, after BSN was out as the Q Why is that a selling point to a fighter? 20 official sponsor, they were replaced by another 20 A Because I assume, you know, they're selling 21 dominant player in the -- in the supplement category 21 it to them because they think, you know, the athletes 22 22 as an official sponsor of the UFC? perceive they can make additional money via sponsors. 23 23 MS. GRIGSBY: Is now a good time to just take A At some point MusclePharm came on. I don't 24 know if they became a dominant player. I don't know 24 a three-minute break? 25 25 MR. SILVERMAN: Sure. That's fine. Yeah. Why what Mike meant by that, but MusclePharm certainly came

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303 305 1 don't we do that. Let's try to keep -- I mean, yeah, again, now we're in a world where, if you call the 2 let's do it. 2 current situation with Reebok an approved sponsor 3 THE VIDEOGRAPHER: This marks the end of media 3 program, we're in a world where that is continually 4 one. We're off the record at 12:21 p.m. a negotiating point. Every time an athlete hits the 5 (Off the record) free market, Bellator or other -- ONE FC, whoever the THE VIDEOGRAPHER: Back on the record. The time 6 competitor is, says "This is something we can offer 7 is 12:31 p.m. This marks the beginning of media two in you that the UFC can't." 8 the continuing video-recorded deposition of Lawrence 9 Epstein. 10 (Plaintiffs' Epstein Exhibit 35 was marked 11 for identification.) 12 BY MR. SILVERMAN: 13 Q I'm handing you what has been marked -- 35. 14 Epstein 35. 15 A Thank you. 16 Do you want me to read all this? 17 Q Why don't I point you to parts of it, and if 18 you want to read the rest let me know. 19 A Okay. 20 Q I mean, my first question, and if you have to 21 read the whole thing to answer this, then feel free, is 22 a bunch of these emails are from Michael Mersch to Nate 23 Quarry. 24 I guess all of them are a conversation between 25 Mersch and Quarry; is that right? MS. GRIGSBY: Objection to form. 304 306 1 A It looks like it. THE WITNESS: I assume so. You have to ask him, 2 Q Did Mersch send these emails in his official 2 though, but it looks like that. 3 capacity? 3 BY MR. SILVERMAN: 4 A I assume he did, yes. 4 Q But it's true that some time prior to February 5 5 2010, as we know from Mersch's earlier emails, Zuffa Q I mean, look at it long enough to determine if 6 there's anything that Zuffa would not have authorized. created the approved sponsor program which did apply 7 A Well, those are two different questions. I to apparel companies; right? 8 mean, I assume he's sending these emails to a fighter A That's correct. 9 in his official capacity. Whether he was authorized to 10 make every statement here, I don't know. I'd have to 11 read them all. But he certainly appears to have done 12 it in his official capacity as a UFC employee. 13 Q Okay. I think you mentioned that Zuffa's 14 creation of the approved sponsor program well, 15 MS. GRIGSBY: Objection to form. strike that. 15 16 Were fighters were some fighters, at least, 16 THE WITNESS: As I mentioned previously, 17 17 unhappy with the approved sponsor program? when it comes to fighters, that this has been a factor 18 18 A I believe they were. that has been part of the negotiation process where 19 Q I believe you testified that Bellator uses it 19 our competitors will use now the Reebok situation --20 as a selling point in fighter negotiations? 20 and previously the approved sponsor program -- as a 21 A They do. 21 negotiating tool to get fighters to leave or to, you 22 22 Q Okay. Are you aware of the UFC ever losing a know, go with them when they hit the free market. 23 23 fighter specifically to another MMA promotion because So, I mean, that's just the reality of the 24 of the approved sponsor program? 24 situation. That's the competitive environment we live 25 25 A I mean, I'm certainly aware of it, and once



	343		345
1	was.	1	
2	Q And that was before Zuffa acquired Strikeforce;	2	STATE OF)
3	is that right?	3	COUNTY OF)
4	A Yes.	4	COUNTY OF)
5		5	
		6	I, IKE LAWRENCE EPSTEIN, the witness
		8	herein, having read the foregoing
		9	testimony of the pages of this deposition,
		10	do hereby certify it to be a true and
=		11	correct transcript, subject to the
		12	corrections, if any, shown on the attached
		13	page.
		14	
		15	
		16	IKE LAWRENCE EPSTEIN
		17	
		18	
		19	
		20	Sworn and subscribed to before me,
		21 22	this day of, 2017.
		23	
24	Did Mr. Mersch write that email in his official	24	Notary Public
25	capacity?	25	,
	344		346
1	A Yes.	1	REPORTER'S CERTIFICATION
2	Q Okay. Why do you think strike that.	2	
3	What was he referring to strike that.	3	I, Debra D. Smalley, Registered Merit Reporter,
4	Why do you think he referred specifically to	4	Certified Shorthand Reporter, in and for the State
5	providing Strikeforce fighters with a revenue stream?	5	of California, do hereby certify:
6	A You should ask him. I have no idea.	6 7	That the foregoing witness was by me duly sworn;
7	MR. SILVERMAN: All right. That's all I've got.	8	that the deposition was then taken before me at the
8	THE WITNESS: Thank you very much.	9	time and place herein set forth; that the testimony and
9	MR. SILVERMAN: Thanks. Sorry we ran a bit	10	proceedings were reported stenograhically by me and
10 11	over.  THE VIDEOGRAPHER: This concludes today's	11	later transcribed into typewriting under my direction;
12	deposition of Lawrence Epstein. We're off the record	12	that the foregoing is a true record of the testimony
13	at 1:46 p m.	13	and proceedings taken at that time.
14	(Time Noted: 1:46 p.m.)	14	DI WATTA FOR WHIED FOR THE TELL THE TELL THE
15	1 /	15 16	IN WITNESS WHEREOF, I have subscribed my name this
16		17	date:
17		18	
18		19	
19		20	
20			DEBRA D. SMALLEY, RMR
21		21	CSR NO. 8513
22		22	
23		23	
24 25		24 25	

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### CONFIDENTIAL - IKE LAWRENCE EPSTEIN

	347	
1	INSTRUCTIONS TO WITNESS	
2	INSTRUCTIONS TO WITHESS	
3	Please read your deposition over carefully	
4	and make any necessary corrections. You should state	
5	the reason in the appropriate space on the errata	
6	sheet for any corrections that are made.	
7	After doing so, please sign the errata sheet	
8	and date it.	
9	You are signing same subject to the changes	
10	you have noted on the errata sheet, which will be	
11	attached to your deposition.	
12	It is imperative that you return the original	
13	errata sheet to the deposing attorney within thirty	
14	(30) days of receipt of the deposition transcript by	
15	you. If you fail to do so, the deposition transcript	
16	may be deemed to be accurate and may be used in court.	
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	348	
1	ERRATA	
2	EKKATA	
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5	I wish to make the following changes,	
6	for the following reasons:	
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8	PAGE LINE	
9	CHANGE:	
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23	WITNESS' SIGNATURE DATE	
23 24 25	WITNESS' SIGNATURE DATE	

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